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## STRAWBERRY PLANTS

GROWN AND FOR SALE

...AT...

INDEX

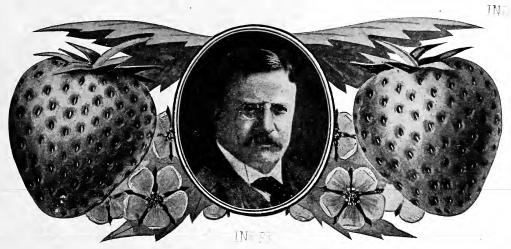
#### ... SUNNYSIDE FRUIT FARM ...

READING, MASS.

INDEX

C. S. PRATT - - PROPRIETOR

..SPRING OF 1914..



SEE INSIDE PAGE FOR DESCRIPTION

THE COMMONWEALTH OF MASSACHUSETTS - STATE BOARD OF AGRICULTURE

Official Certificate No. 27

Boston, August 22, 1913

To Whom It May Concern:—This is to certify that I have this 20th day of August, 1913, completed the inspection of the nursery stock of Charles S. Pratt, grown at Reading, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate is good until July 1, 1914.

(Signed) H. T. FERNALD, Inspector.

Inspected by M. T. Smulyan.

E guarantee all plants furnished by us to be first-class, true to name, and delivered in good condition when shipped by express.



FOLLOW THE CROWD

We do not guarantee stock to grow, or results in any way. No complaint will be entertained that is not made immediately upon receipt of stock.

There are so many causes of failure over which we have no control that we can assume no responsibility after stock is delivered in good order. Poor soil, unfavorable weather, ignorant or careless culture—all contribute to failure and are beyond our control. Don't buy cheap plants simply because they are cheap. Thirty-five years

ago I wanted to set 15,000 Wilson's Albany. I could buy these from the late J. P. Moore, Concord, Mass., for \$8.00 per 1000, but I had them offered to me from a party in New York for \$5.00 per 1000, and I bought the cheap ones. The result was that the plants were very badly mixed with a very poor berry, so that I did not get more than one-half crop the next year. That was a time when berries sold at very high prices. For eight days running I took my fruit to market and sold it for \$9.60 per crate of 32 quarts. I calculate I lost \$500 by not having plants true to name.

## A GOOD HOME MARKET

The possibility of New England for the fruit growers' success is greater than any other part of the United States, because of its markets. In Massachusetts alone there are nearly 100 cities and towns with a population of 5000 or more. There is not another state in the country, outside of New England, that can begin to compare with it. Prof. Shaler says: "New England is one of the most permanently fertile parts of the country, made so by the steady and gradual disintegration of her rocks and drift formation." Stay East, young man, stay East.

# THREE WAYS OF SETTING A PLANT PLANTED TOO DEEP PLANTED TOO DEEP PLANTED TOO SHALLOW RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not, under any circumstances, allow the plants to fruit the first year they are set out. When they are well blossomed out go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next year. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants.

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

# <u>, and the table and the table of the table and the tab</u>

MONEY IN GROWING BERRIES

This is a personal message to friends and customers. So many of you have written asking questions, and desiring further information regarding berries, that I am answering you in this way.

The main thing that most of you want to know is: "How much can I make out of growing berries?" I say without hesitation that \$500.00 an acre every year is as little as any one should expect if he really attends to business, takes care of the plants, and puts as much attention into growing berries as he does into any other line of business. Berry-growing is a business, and in order to make the big money you must run it on business principles. The way to succeed is to plant the new and most productive berries, that produce finer fruit and more of it - fruit that brings the highest prices in the market. I've been growing berries all my life, and I'm not a young man any more, either. If I can make \$500.00 an acre growing berries, there's no reason why you can't, because there are no secrets about berry-growing and my catalogue tells you plainly just how to go at it to make the most money.

The thing to do now is to make a start. You may he sitate to begin planting because you think there are secrets to the trade, but there aren't; and I want you, right now, to decide that you ARE going to plant berries this spring and test for yourself the truth of my statements that there is more money in berry-growing than in any other branch of agriculture or horticulture requiring the same amount of effort.

The reason the berry business is so profitable now is that the demand for the fruit has increased out of all proportion to the increase in the area planted to them. One cause for this is that every year thousands leave the country for the city, and there is no one to take their place on the farm growing berries. Berry-growing has been neglected and overlooked, and with the population of the cities increasing ten per cent. or more each year, it will be many years before the supply catches up with the demand, if it ever does. People used to say that apple-growing would be overdone, and that there would be no money in orchards; yet the fact remains that orchards in bearing now produce more money, acre for acre, than they did ten years ago. The same is true of berries. Even when the greatest supply reaches the city markets the prices stay up pretty well and the wholesalers have no trouble in disposing of their entire stock to the grocers. Just think how much you have to pay for berries now, and contrast it with what you paid only a few years ago. Berries are not going to go lower - the increase in the use of luxuries among the people of the cities will more than take care of any increased production.

#### Glorious Independence

The feeling of emancipation that this gives is wonderful. You will no longer be the bearer of the other fellow's burdens, but you will find that you yourself will be an employer of others, making their toil earn for you and reaping the reward of proficiency and endeavor. Do you realize what a glorious feeling it is to be free, to be your own boss, to have to bow to no man's dictation? Do you realize what it must mean to a man or woman to have an ever growing and lusty bank account? Do you know what it means to be able to buy what you want when you want it and not have to count the pennies and figure the cost? Do you appreciate what the possession of money means in rewards of happiness? If you do realize what all these things mean, you won't be long in getting earnestly into the matter of starting a fruit farm.

#### How About Your Present and Future Prospects?

Are you making all the money you need?

Are you a victim of the time clock and pay envelope?

Have you wondered how soon you will reach your wage earning capacity?

Have you observed how inadequately your salary keeps pace with the growing cost of living? Have you a family dependent on your earnings?

Have you noticed how men and women past fifty are on the backward slide and have you ever considered what will become of you when you reach or pass the age danger mark?

Have you ever taken up your physical, mental, commercial and financial condition and held it to the white light of a pitiless scrutiny and asked yourself where it is all going to lead to?

Have you bewailed the day when you placed the yoke of the wage earner on your neck and became a mere unit in some other more fortunate man's business, the cog in the machine that makes him independent?

Have you ever viewed the possessions of those more fortunate than yourself, their beautiful homes, their fine clothes, sparkling gems, their automobiles and fine carriages and wished it had been your "luck" to have your life cast in pleasanter lines?

And after you have done all these things and failed to find the satisfactory answer, have you listened to the still small voice in the depths of your heart that told you the reason; that told you how, when you had the opportunity, you failed to grasp it because you didn't have the moral courage to divorce yourself from the weekly salary envelope?

"Yes," you answer, "but what of it? I cannot recall the past; I cannot remedy by-gone mistakes; I cannot make fruitful the years that are now history." To which I reply: "Bury the past—do something to make the future bright."

# A GOLDEN MESSAGE TO ALL SUCCESS SEEKERS

I am an APOSTLE of ACHIEVEMENT.

- I believe in Attainment.
- I like to win and see others win.
- I have said farewell to POVERTY and would like to see every ambitious person become able to put the Monster down forever.  $\cdot$
- I believe in expecting much of myself and never letting up in URGING myself on until I get whatever prize I set out for.
- I know there are no CHEERS for those who are down and out, and that the man who wins gets the GLAD SHOUT.
- I know there is LITTLE HOPE for the fellow who permits the devil CAN'T to rob him of life's choicest gifts and opportunities.

There is a way for men and women to conquer poverty, become independent of the pay envelope and make a success in life.

I have done all that I ask others to attempt to achieve.

In order to become successful and gain the glorious goal I have reached, I had to make the same effort I suggest that others make.

I am not a builder of impossible air-castles nor a dreamer of dreams that do not come true.

I was never in my life more in earnest than I am now in this great undertaking and if the truths that I publish sound like tales of fiction, all the more fortunate may those who hear them consider themselves.

I count it a great, grand and glorious privilege to guide men and women into realms of prominence, personal independence, prosperity, success and happiness.

## THE PERFECTION CURRANT FAC-SIMILE OF ORIGINATOR'S LABEL, WHICH IS PLACED ON EACH PLANT AWARDED THE BARRY MEDAL. The Fifty Dollar Gold Medal of the Western New York Horticultural Society, July, 1901, after three years trial. The first fruit to receive this grand prize. Also received HIGHEST AWARD given any new fruit at the PAN-AMERICAN EXPOSITION. VREDENBURS & CO INC ROCHESTER N T Fac Simile Gold Medal Louisiana Purchase Exposition

This grand new fruit was awarded the only GOLD MEDAL awarded to a Currant at the Louisiana Purchase Exposition, St. Louis, 1904

# the White Grape currant.

THE PERFECTION CURRANT Was originated by Charles G. Hooker, of Rochester, N. Y., by crossing the Fay's Prolific to capture this great prize.

After a thorough trial by the originator, Perfection proved so satisfactory and super to capture this great prize.

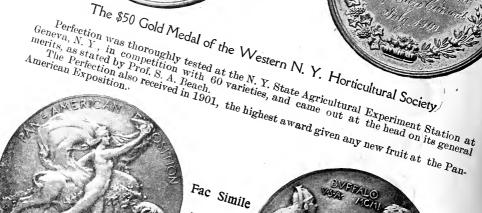
N. Y. Horticultural Society, Which medal it received in 1901, this currant being the first finger.



Fac Simile 0f Barry Medal



The \$50 Gold Medal of the Western N. Y. Horticultural Society American Exposition...





Pan-Am. Medal



The Color is a beautiful bright red. Size as large or larger than the Fay the clusters to the bush to the first berry, making it easy averaging longer. The size of berry is well maintained to the end of the bunch. The Perfection has a long stem from point of attachment to the bush to the first berry, making it easy Productiveness.

The Perfection is a great bearer, resembling its parent the White Grape of the Kanno as that of the Chorry or Fav.

Ouality. Rich, mild, sub-acid, plenty of pulp with few seeds. Less acid and of better of this strain is plainly seen in quality than any other large current in coltivation. The White Grape has always been continuous the very fine quality of Perfection.

The White Grape has always been continuous the effect of this strain is plainly seen in

and White Grape, with remarkably large healthy foliage.

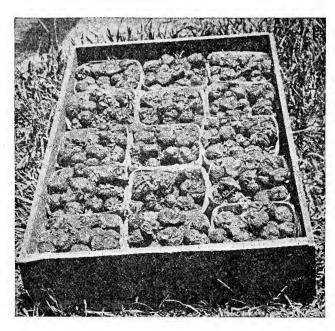
In habit of growth it is intermediate between its parents Fay Price \$1.50 per Doz., \$10.00 per 100, \$75.00 per 1000 For sale by C. S. PRATT, Reading, Mass., Sunnyside Nursery

# STRAWBERRIES \_\_\_\_\_



I water my fruiting beds with 1-inch hose which puts on about 25 gallons per minute with 100 feet head town water which costs me 30 cents per 1000 gallons—a price too high unless one has got some fancy fruit to help out. Ten cents per 1000 is all that one ought to pay—all he can afford to pay. I commence to water in the morning at 4 o'clock and water until 8 o'clock, then commence at 5 o'clock in the afternoon and water until 9 o'clock, which is the best time to do it.

I market my fruit in trays holding 15 quarts. They are made out of 1-2 inch stock and are 28 inches long, 17 inches wide, 4 1-2 inches deep, inside measure. The trays have covers that fit inside, with cleats on them so as not to rest on the fruit. The trays are stained a light green, which makes the fruit show up great. One can fill the baskets rounding full and not have the fruit jammed, and will reach the customer in fine shape and sell well.



A cheap article is seldom good, and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.





#### Two Country Boys



One goes to the city to be chained down to a life job at \$18 per week with no better prospect ahead. In time marries; hires a tenement in a flat. What a life!

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. He lives!

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves, and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country and grow fruits they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

There is an enormous growing demand for fine fruit all over the world, while the production is no more than holding its own. Many a lawyer, judge, merchant and professional man wishes he had a place in the country, knew what to plant and how to go about it so that he could make an independent

#### C. S. PRATT'S NURSERY, READING, MASS.

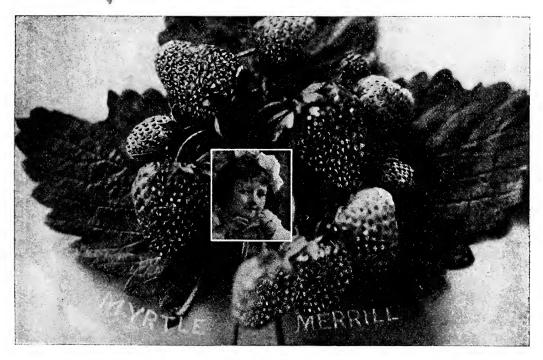
living there. These people are tired of city life and realize that there is something better for them on the green and brown hills.

Many people write me every year what fertilizer to use on an acre of strawberries. The following is the best I have ever seen. This one article alone will pay you to save my catalogue. Don't cut it out. The catalogue is worth saving, too.

Cost		
. \$3.25		lbs. Nitrate of Soda, which gives 18 lbs. ammonia .
. 2.50		lbs. Dried Blood, which gives 12 lbs. ammonia
. 5.60		lbs. Tankage, which gives 22 lbs. ammonia
. 3.50		lbs. Acid Phosphate, which gives 59 lbs. phosphate acid
. 5.00		lbs. Muriate Potash, which gives 100 lbs. potash
. \$19.85		) lbs. per acre
. ,	•	This will grow 10,000 quarts per acre
. \$19.		Olbs. per acre

<sup>\*</sup> This amount of Tankage will give you 22 lbs. of Phosphoric Acid besides the 22 lbs. of Ammonia.

#### The Myrtle Murrell Strawberry



The fruit in this cut is one-half size

Ripens its fruit a whole week in advance of any other berry in existence. The following is taken from the originator's circular:

"For years the strawberry growers all over this country have been looking for a large, firm, prolific, extremely early strawberry, and eight years ago I started out to try to get what the berry growers wanted, and since that time I have tested and discarded hundreds of varieties and am still testing and discarding varieties. Six years ago one of the tiny plants I had set two years previous fruited, and when they were ripe I stood them in small blocks so as to get all the plants possible, for I saw in them my great victory was won.

#### C. S. PRATT'S NURSERY, READING, MASS.

"I will give you positive facts about this berry as I have seen them for six years: largest extra early berry by far that I have ever seen, as firm as Hoffman or any berry I ever saw; a perfect bloomer with large blossoms full of pollen; double cap, great plant maker; has rank rather dark foliage and has a bright red color, red through; no hollow case but solid clear through. Two years ago during the hot wave and drouth when all other berries withered and dried on the rows, the Myrtle Murrell withstood it all and ripened its great load of fruit. Of course they ripened smaller for the want of water to mature them. In a nut shell, it is in a class to itself and stands without an equal and holds up clear through the season well. Have fruited it four years on the same patch with splendid results."

#### The following is what C. S. Pratt states:

READING, MASS., May 15, 1913

I have ripe berries on my plants at this date grown in the open ground without any protection whatever.

C. S. PRATT.

There personally appeared C. S. Pratt and made oath to the truth of the above statement, and I also saw the strawberries on that date.

MILLARD F. CHARLES, Notary Public.

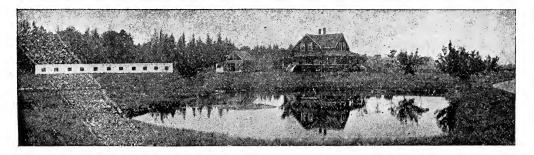
Price of plants 50 cents per dozen, \$2 per hundred, \$10 per thousand



#### The Novelty for 1914

(See Front Cover)

Originated in the State of Maine by Geo. M. Robbins and is to be introduced this spring by me. I introduced the Sample fourteen years ago. I claimed at that time that it was the most profitable ever put on to the market, and today it is one of the most sought for varieties that are grown. One thing very noticeable is that every time a new berry is introduced it is claimed to be as productive as the Sample. Roosevelt will outyield the Sample. What more do you want in the way of productiveness?



This is the Farm where the Roosevelt Strawberry originated, York County, Maine

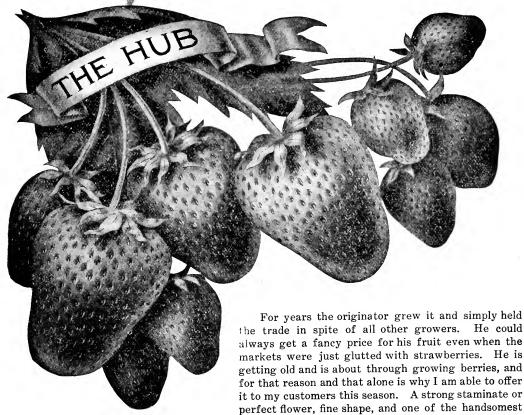
Last season the Roosevelt fruited eleven quarts where the Abington and Sample only gave eight quarts, same length of rows and grown under same conditions.

#### Some of the Good Points

- No. 1 It is a very strong, vigorous plant with long roots and will stand drouth fine.
- No. 2 Makes quantities of plants and needs plenty of room to grow.
- No. 3 A strong staminate variety to plant with the Sample.
- No. 4 Every berry of fine shape and perfect as run in a mold.
- No. 5 A fine variety to plant on dry land.
- No. 6 An early berry and holds out late. A sweet berry.
- No. 7 It is a firm, good market berry.
- No. 8 And you want it.

Price of Plants 50 cents dozen, postpaid; \$2.00 per hundred; \$15 per thousand

#### The Hub Strawberry



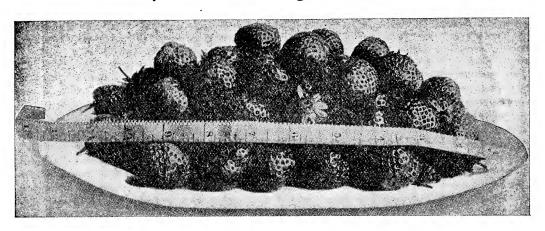
of strawberries; flavor as good as Marshall; more productive than the Golden Gate.

25 cents per dozen, 75 cents per hundred, \$5.00 per thousand

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Impossibilities are merely the half-hearted efforts of quitters. The man who won't go through to the finish has finished at the start. If he hasn't pluck enough to hang on, he's a weed in the way of the producer. He absorbs more than he earns. He checks the growth of well-planted endeavor.

#### Superb Everbearing Strawberry



SUPERB. Perfect Blossom

This is the largest and best everbearing strawberry now on the market. There never was a strawberry that is having the boom this one has. It is not only a fall-bearing strawberry but is equal to the best June strawberry to produce a crop of fruit at that time also. Plants set in April or May will bear the following August and continue to fruit until the ground freezes. The following spring and fall will give two crops more, making three crops in two years. Common June strawberry only one crop in two years.

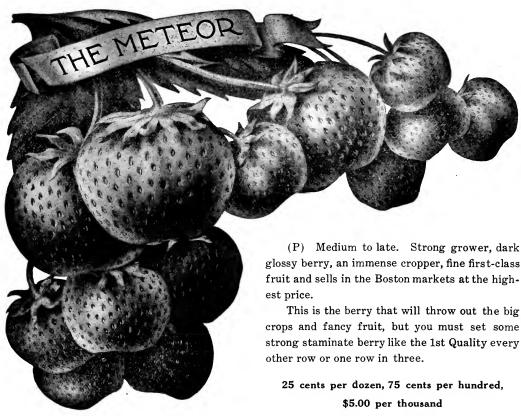
50 cents per dozen, \$2.00 per hundred



(S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something - that indescribable something - about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed.

25 cents per dozen, 75 cents per hundred, \$6.00 per thousand

#### The Meteor Strawberry



Sample (P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every one will bear. The plant is well anchored by a great mass of roots which insure it against drouth and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm and of good quality. The fruit is large to the close of the season; late. Remember I am head-quarters for this berry and you are sure of getting plants true to name. It never fruited as well with me as it did last season. There was not a berry on my place that stood the drouth as well as this. It just threw out the berries. Quarts, quarts, quarts. This and the U. S. King Edward are two safe berries for a new beginner to plant.

25 cents per dozen, \$1.00 per hundred, \$5.00 per thousand

Marshall
(S) One of the richest flavored. It is a strictly fancy berry but not very productive. Its large size and fine quality and appearance, however, will go a long way to make up this deficiency. It is a berry that finds a ready market at top prices. I have a fine stock of most excellent plants.

25 cents per dozen, \$1.00 per hundred, \$5.00 per thousand

The lazy man is a sterile seed. The winds of fortune may drift him successively to a dozen rich soils, but no matter where he lands, he's useless. Even when he does meet opportunity he doesn't know it. He can't tell the difference between good luck and a case of the measles.

U. S. King Edward

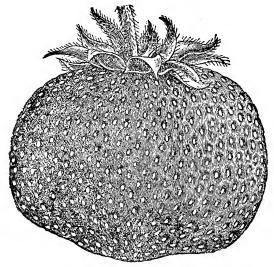
(S) It is the rich man's berry, poor man's berry, lazy man's berry and the marketman's berry. If one wishes to grow the largest number of quarts to the acre, and has to sell at low prices, this is the berry to grow every time. It is not one of those large, coarse, over-large berries, but of uniform size throughout the season. Indeed, every berry looks as if they were all run in the same mould. They are a very attractive light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great, a berry marketmen like to handle. The plant is a strong staminate variety and is just loaded with fruit. Quarts, quarts, quarts, as thick as cultivated cranberries. It is a mortgage lifter. Unfortunately there are two strawberries by the

25 cents per dozen, 75 cents per hundred, \$6.00 per thousand

name of King Edward. One originated in England and the best one in America. You want the

# The Ryckman Strawberry 15 Strawberries to the Quart. \$500 from Half an Acre

That is the record of the RYCKMAN STBAWBERRY under ordinary farm culture.



U. S. King Edward because it is the best.

RYCKMAN

The Ryckman strawberry is not a novelty or experiment, but has been extensively grown for several years, and wherever it is known there is a large and rapidly increasing demand for both the berries and plants.

It bears a tremendous crop of the very largest-sized berries, and is probably the sweetest and best flavored variety grown. In growth it is extremely vigorous, even on poor soils, and it is noted for bearing heavy crops continuously on the same ground for several years. It is perfect flowering and medium early. Farmers everywhere will find little difficulty in marketing at a good big price the berries from an acre or more of Ryckman, for there is an unlimited demand for very large sweet strawberries. Although it is such a heavy bearer, the Ryckman produces its entire crop in a few days, thus requiring but little time to harvest and sell the berries. Few, if any, farm crops will net the

farmer as much money as an acre or more of Ryckman strawberries.

25 cents per dozen, \$1.00 per hundred, \$6.00 per thousand

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#### **SPECIAL**

Are you growing the kind of strawberries demanded by the market of the present day—LARGE, FIRM, RICHLY COLORED BERRIES? If not, you are standing in your own light and working against your own interest.

The berries that were the favorites ten years ago are bygones today. The Sample is about the only variety that has held its own. It took its place in front of the procession. A success founded on merit is about as hard to argue against as the multiplication table. To be profitable to the producer a variety must do more than produce GOOD berries. It must produce them in abundance. It must make a fair number of new plants and it must be practically free from rust and blight. Among the favorites possessing these four good qualities I would especially mention the following varieties: SAMPLE, 1ST QUALITY, HUB, KING EDWARD. These four varieties are worth to the grower \$ \$ \$ and cents more than all other varieties put together. This may seem putting it rather strong. Who can name four better ones? ECHO SAYS, WHO?

#### The Gibson Strawberry

(S) Last but not least. I believe it is one of the most promising berries now before the public. The following is from one who has fruited it:

"The Gibson commences to ripen with the Dunlap and continues well into the season of the later varieties, which is an indication of its strong vitality. The fruit stems are large and strong and the dark green foliage is ample protection for the blossoms and fruit. It is a perfect blooming variety. The fruit is large and regular in shape and continues large to the end of the season. In color it is a rich red all over, the meat also being red. The calyx is large and green. Not a speck of rust on it."



As a shipper it hasn't a superior, being so firm that it will carry to the most distant markets in the best of condition. We have never seen a variety that makes such a sturdy growth as this one. In standing and looking over a patch set with Gibson and other varieties you can pick it out at a glance by its healthy, luxuriant foliage. The new plants are also exceptionally strong and well rooted, as you who bought some of this variety from us last season know. Taken altogether the Gibson is an ideal variety of a size, shape and color capable of commanding the highest price in any market and of a sturdiness able to withstand the drawbacks peculiar to every section.

Price for strong plants, 25 cents per dozen, \$1.00 per hundred, \$5.00 per thousand

#### Mixed Plants \$4.00 per Thousand

These plants will be taken up where two varieties come together and are fine for any to set for fruit. You stand a chance of getting some of my newest and highest-priced plants at a bargain. If you wish simply to grow a crop of fruit these are as good as anything you can buy. I have only a few thousand to sell, anyway.



#### Perfection — A New Variety from New York

It has been awarded many valuable prizes and medals. Certainly approved by the very highest authorities and should be tested everywhere as there is big money in growing large currants.

Perfection awarded the Barry Medal. The fifty dollar gold medal of the Western New York Horticultural Society, July, 1901, after three years trial. The first fruit to receive this grand prize. Also received highest award given any new fruit at the Pan-American Exposition.



Three year old bush bearing four quarts Currants

The Color is a beautiful bright red. Size as large or larger than the Fay; the clusters averaging longer. The size of the berry is well maintained to the end of the bunch. The Perfection has a long stem from point of attachment to the bush to the first berry, making it easy to pick without crushing any of the berries.

#### C. S. PRATT'S NURSERY, READING, MASS.

**Productiveness.** The Perfection is a great bearer, resembling its parent, the White Grape, in this respect; superior to the Fay or any large sort with which we are acquainted.

The Season of Ripening is about the same as that of the Cherry or Fay.

Quality. Rich, mild, sub-acid, plenty of pulp with few seeds. Less acid and of better quality than any other large currant in cultivation. The White Grape has always been considered one of the best varieties for table use, and the effect of this strain is plainly seen in the very fine quality of Perfection.

\$1.00 per dozen, \$6.00 per hundred. Strong two year old plants



We were after 'coons and 'possums in the heart of the Virginia mountains. Suddenly putting their tails between their legs, the dogs dashed for home.

"What does a polecat look like?" asked one of the party.

"A polecat, boss?" replied the negro cook. "Why, a polecat's somefin' like a kitten, only prettier. Yes, a polecat's a heap prettier'n a kitten, aint it, Sam?"

Sam hesitated. He wasn't sure. "Well," he replied scratching his wool, "it's always been my contention that handsome is as handsome does!"

#### Strawberry Pratt does the handsome thing by his customers

#### \*\*\*\*\*\*\*\*\* HYBRIDIZED POTATO SEED

FROM THE SEED-BALLS-HEADQUARTERS STOCK. Millions never saw a Potato Seed Ball. Thousands have tried in vain to get the seed. Now is your opportunity. This unrivaled seed will produce an endless variety of new kinds. Your fortune may be in one of

variety of new kinds. Your fortune may be them. They are as easy to grow as tomatoes.



PHOTO OF POTATO SEED BALLS-ONE-HALF NATURAL SIZE. It is from these that ALL valuable new varieties of Potatoes are produced.

varieties of Potatoes are produced.
Growing new and distinct Seedling Potatoes from the Seed-Ball Seed is intensely interesting. They will be the greatest curiosity of your garden. This seed will positively produce innumerable new kinds, colors, shapes, sizes, and qualities. The product will astonish you. Some may be of immense value and bring you a golden harvest. Every farmer, gardener, and bright boy should plant a few packets. You may be one of the lucky ones. Full directions on every packet.

READ THESE EXTRACTS FROM CUSTOMERS LETTERS. READ THESE EXTRACTS FROM CUSTOMERS LETTERS.

"I grew 101 Potatoes from one plant of your Potato Seed. Every plant was a different variety." Mrs. Ellen Keener.

"I raised 50 Hills from one Packet; many kinds and colors; some early, some late. 94 Potatoes in one hill." J. H. Skinner.

"Your remarkable Potato Seed produced white, pink, red, purple, blue, cream, russet, and black potatoes." W. M. Johnson.

"Your Potato Seed is a wonder. I grew 115 different varieties from one Packet—the finest I ever saw." C. E. Flint.

"I grew 45 pounds of Seedling Potatoes from one Packet. 1 expect wonders from them next year." Thomas Lucas.

Packet 15 cts. 2 for 25c. 5 for 50c. 10 for \$1.



#### The Herbert Raspberry

I have discovered the best raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities, and a wonderful yielder. If you live near a large town no crop grown will return more dollars and cents. It will average twice the yield that the strawberry will, and will sell for twice the amount. I shipped Herbert raspberries to Hall & Cole, Faneuil Hall Market, last season and they sold from 12 to 14 cents per pint basket. How is that for high? With a yield of 8,000 quarts, 16,000 pints per acre, such a crop is richer than a gold mine in the Klondike—and will not have any freeze in it, either.



Pint Basket taken July 20, 1912. Take note of the size of the Berries

Remember you must live near a ready market in order to be able to sell in the afternoon what you pick in the forenoon. Then the money will roll in like the torrent of a Niagara and will not come driveling in as it does from many crops. The **Herbert** will sell for the same price day in and day out; there will be no glut in the market, as is so often the case with the strawberry, forcing the price down to the vanishing point and sending you home dead broke. Take the Herbert raspberry to the market and you go home with a pocketbook stuffed as full as a stuffed goose.

One acre of the **Herbert** will yield larger returns than one and one-half acres of the best strawberry ever grown. The Herbert will stand the New England winter where the thermometer goes up to the sweating point and then DOWN, DOWN to the freezing point of Iceland.

If you are a young man, set out an acre of the Herbert, keep your hoe busy, in two years marry the best girl you can tie up to (if you are worthy) and live off the constant inflow of

#### Money from the Herbert Raspberry

# It's 10 to 1

# That one can make more money growing the Herbert Raspberry than ever was made growing the Strawberry and with half the labor.

For six weeks in June and July, 1911, we had but very little rain and yet the Herbert did not mind it a bit but just threw out fine first-class fruit and lots of it. In 1913 it was very, very dry, but the Herbert Raspberry went about its business giving out large fine berries that sold at wholesale in Boston for 14 cents per pint. Just think, 8000 quarts at 28 cents per quart. Over \$2000 per acre. What on earth pays as well?

One thing about the Herbert Raspberry, you can pick the patch over every day and get as many one day as another, and as fine fruit the last day as on the first. With the strawberry the fruit grows smaller at each picking.

I have no hesitation in saying that there has never been a raspberry put on the market in the United States or Canada that has proved so universally successful as the Herbert. From all over the continent - North, South, East, West - comes most flattering accounts of its behavior from the most uninterested authorities in each of the two countries. Kansas is the only state from which we get a report detrimental to this great berry, one man there reporting that it was not hardy in that state. There may be something in the climate of that state that kills a plant that is hardy in Peace River Territory, where the thermometer goes to 59 degrees below zero; but the fact that thousands of spurious plants have been sold, some even by one of the largest nurseries on the continent, led me to believe that the plants grown in Kansas were not true Herberts. Twelve plants were mailed to the Government Experimenter at Fort Vermillion, Peace River Territory, 400 miles directly north of Edmonton, Alberta, in the spring of 1908, 1100 miles nearer the North Pole than Boston. After travelling nearly 3000 miles by train in a mail bag, they had 700 miles to go by team on the trail, which left them very late in arriving, and not in the best condition, but four plants survived and made a nice growth, which stood that winter and had about a pint of fine fruit the next summer. The thermometer there registered 51 degrees below zero in December and 59 below in January and February.

From Bulletin No. 56 by W. T. Macoun, horticulturist at the Central Experimental Farm at Ottawa, I take the following list of yields, which is the average from 12 plants for three years:

Harbart						36 lbs. 7 3-4 oz.
Turner		•				15 lbs. 13 oz.
Herstine						14 lbs. 4 oz.
Columbian						11 lbs. 9 1-4 oz.
Marlboro						7 lbs. 12 1-2 oz.
Loudon						7 lbs. 12 oz.
Schaffer						6 lbs. 10 1-2 oz.
King .						5 lbs. 15 oz.
Golden Que	een					4 lbs. 15 1·2 oz.

(Cuthbert has been a failure, owing to winter injury to the canes)

From this table we see the enormous superiority in yield of Herbert over all other varieties. Prof. Bailey, one of the best authorities in the world, places the average crop of raspberries per acre

at from 54 to 100 bushels. Estimating the average yield, as reported by 56 growers, Card found the average to be 69 bushels per acre. But at the Experimental Farm, Ottawa, in 1904, Herbert produced at the rate of 319 bushels and 26 lbs. per acre, or nearly five times as much as the average. This is simply wonderful. Imagine a pile of raspberries twice as large as the average crop of potatoes coming off the same amount of ground. My stock is absolutely pure. I got my original plants from headquarters in Canada.



Herbert Raspberry Field taken July 16

I have always set my plants 3 feet apart in the rows and the rows six feet apart, taking 2420 plants per acre. All I set after this will be 5 feet by 3 feet, 2904 plants per acre, and it would not be any too close and will give so much more to fruit.

Price 50 cents per dozen, \$2.50 per hundred, \$10 per thousand

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BOSTON, July 26, 1913.

We have handled the Herbert raspberry this season for C. S. Pratt and it is one of the finest raspberries sold in the Boston market and readily sold for from 12 to 14 cents. Pint basket.

HALL & COLE, Commission Merchants.

101 Faneuil Hall Market.

Fortune knocks at every man's door, and this is one of her knocks at your door. If you do not heed her knock you may have a call from her daughter, MISS Fortune.

\$1000 a year for one acre of Herbert Raspberries, and Six Months Vacation.

#### The Royal Purple Raspberry

Purple raspberries are more vigorous and productive than either reds or blacks and will succeed when reds and blacks fail. For this reason they are recommended for the average planter. There is more money in growing Columbians and Schaffers at 8 cents per quart than Cuthberts at 25 cents. The Royal Purple is the greatest advance yet made in Purple Raspberries. Schaffer is too soft and musses when picked and allowed to stand in the basket. The Columbian has a large peduncle or stem, and while the berry is naturally firm, it breaks and crumbles when picked, is hard to get off,



A new Purple Raspberry which we believe will be a great seller when thoroughly known

and unless the field is well cultivated and the fruit fully ripe it is impossible to pick them without crumbling. The Royal purple is dry, hard and firm, does not crumble and can be picked before fully ripened, as it comes off the stem easily. Being easy to pick the tendency is to gather them before fully ripe, and they do not have that sickly, dull ashen color that purple raspberries usually have. One great point in favor of the Royal Purple is its lateness. The plants are strong, sturdy growers, nearly thornless, and when ripened in the fall and winter are of a beautiful dark red color. The original bush has stood in a stiff blue grass sod and borne fruit for thirteen successive seasons without fail. It is the hardiest purple raspberry the writer has ever seen, having withstood 35 degrees below zero without injury. It will go through the winter uninjured when Schaffer and Columbian

#### C. S. PRATT'S NURSERY, READING, MASS.

freeze back to the ground. The fruit is the same size as Columbian, and so firm and dry that it can be picked and shipped long distances in quart boxes. The plants I offer were tipped in September, 1912, and have had one full year's growth and are superior to young tip plants usually sold.

Price \$1 per dozen, \$6 per hundred

#### **Plum Farme**

Black Cap Raspberry. Finest one of its class. Strong transplanted plants.

50 cents per dozen

#### St. Regis Raspberry

Raspberries for four months! That's what you get when you plant St. Regis — the new everbearing variety, a raspberry of the very highest grade in brilliant crimson color, in firmness and in flavor. The variety has aptly been termed "the early 'till late variety," for it is the first red raspberry to give ripe fruit, while it continues to produce berries without intermission until late October.



St. Regis is of pure American blood and of iron-clad hardihood, the canes enduring the severest cold uninjured and are wonderfully prolific. Its foliage never suffers by sunburn or scald; nor is its growth impaired by the heat and drouth of summer. In addition to the bright crimson color and large size of the fruit, it is so firm and rich in sugar that it will stand shipping 200 miles, arriving at market in first-class order; it can readily be kept in perfect condition for several days after being gathered.

25 cents per dozen, \$2.50 per hundred

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HUSTLE!

Would you get your share of dough? Would you make your business go? Would you enter in life's race And keep up the rapid pace?

Just hustle!
Just hustle!

Would you work up to first place? Just hustle!

HERBERT RASPBERRY WILL MAKE YOU HUSTLE



#### Ten Hardy Grapes for New England

#### All Vines are Good, Strong 2 year old

Brighton

Red. Bunch medium to large, long, compact, shouldered; berries medium; skin thin; flesh tender, sweet, with scarcely any pulp; quality best. Vine a vigorous grower, healthy, hardy and productive; one of the best early red grapes. The flowers have reflexed stamens and do not always fertilize fully unless planted with Concord, Worden, Martha or other varieties which blossom at the same time. Ripens with Delaware.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred, by express

Concord

Black. Decidedly the most popular grape in America, and deservedly so. Adapts itself to varying conditions and is grown with more or less profit in every grapegrowing State in the Union. Bunch large, shouldered, compact; berries large, covered with a rich bloom; skin tender, but sufficiently firm to carry well to distant markets; flesh juicy, sweet, pulpy, tender; vine a strong grower, very hardy, healthy and productive. For general cultivation the most reliable and profitable variety.

10 cents each, \$1 per dozen, postpaid, \$5 per hundred by express

**Delaware** Red. Bunch small, compact, sometimes shouldered; berries small; skin thin but firm; flesh juicy, very sweet and refreshing, of best quality for both table and wine; ripens with Concord or a little before. Vine hardy, productive, a moderate grower; requires rich soil and good culture. Is regarded by many as the best American grape, all things considered. It should be in every garden and vineyard.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express

Diamond White. Bunch large, compact, shouldered; berries large, round; skin thin but tough; flesh tender, juicy, with but little pulp. Vine a good grower, with thick, healthy foliage; hardy and productive; of fine quality. Ripens a little before Concord.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express

Green Mountain

White. Bunch medium to large, shouldered; berries medium, greenish white; skin thin, tough; pulp tender, sweet with few seeds; of excellent quality, free from foxiness; very early. Vine vigorous, healthy, hardy and very productive. A fine grape.

50 cents each, \$5 per dozen, postpaid

Lundley

Red. Bunch medium long, not usually shouldered; berries large, flesh tender, sweet, with high aromatic flavor, of best quality; a fine keeper, with firm, tough skin.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express

Moore's Early

Black. Bunch rarely shouldered, not quite so large as Concord; berries larger and very much like it in flavor and quality. Vine a moderate grower, very healthy and hardy; foliage thick, leathery, somewhat resembling Concord, except on the under side, which is covered with a yellowish brown down. Produces a fair and with high cultivation a heavy crop. Ripens so early as to be nearly out of market before Concord is ripe and is, therefore, a very popular early market variety. Succeeds best on rich soil. If I could only have one grape it would be Moore's Early.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express

#### C. S. PRATT'S NURSERY, READING, MASS.

Niagara

White. Bunch very large and handsome, often shouldered, compact; berries large, round; skin thin, tough, does not crack.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express

Vergennes

A dark red grape from Vermont. Bunch medium to large, not often shouldered, compact; berries large; skin very thick and firm; flesh sweet, juicy, with some pulp; quality best. Vine a vigorous grower, hardy, healthy and productive; inclined to overbear and should be thinned; ripens with Concord. An excellent shipper and keeper, and a profitable market variety.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express

Worden

Black. Bunch large, sometimes shouldered, compact; berries very large, skin thin. Superior to the Concord in the following points: it is better in quality, has a larger berry, a more compact and handsome cluster and ripens five to ten days earlier. It fully equals Concord in vigor, health and productiveness. In berry it is about the size of Moore's Early, but of better quality, more vigorous and productive, and ripens but little later. We recommend it strongly. This is my second choice. Some prefer it to Moore's Early.

25 cents each, \$2 per dozen, postpaid, \$10 per hundred by express



#### Without Strawberries

From the bottom of our heart we pity the family without strawberries. To be compelled to live year after year without enjoying one of the most delicious fruits God in his goodness has given us is cruel. To be deprived of it when it is so healthful, so delicious, so desirable in every way, and when it can be raised so cheaply and so abundantly, is a shame. If a man is a married man he not only wrongs himself by not having them, but he is cruel to his wife by preventing her from enjoying them. If he is a father and loves his children, he will want them to be happy and healthy by eating all they want of them week after week while they bear. Plant them; plant them everybody! Let every family rejoice in a patch of strawberries. Let them go to the loaded vines and pluck the aromatic scarlet beauties and eat their fill. Let strawberry short-cakes and strawberries and cream supply the table. Strawberries for everybody is the prayer of the Rural World.



#### Close Fisted People

#### Are of Many Kinds and Many Minds

You've heard about the man that used the wart on his neck for a collar button—the fellow who stops his clock every night so the works will wear longer—the chap who eats his meals looking into a mirror that he may imagine he is eating double—the man who would not walk in the sun at noon for fear his shadow might ask him to lunch. But the very closest man is the one who says he can't spend any money for plants. If he is a married man with a family he not only wrongs himself by not having them, but he is cruel to his wife and children by preventing them from enjoying one of the most delicious fruits God in His goodness has given us.



Travel east or travel west, a man's own home is still the best. Resolve, good man, that for 1914 you will court your little wife over again.

#### Pedigree Plants

There is one party out west that claims that their plants are the only ones worth growing, that they are grown by selection. **Pedigree Plants**. It reads well, but there is nothing to it only to deceive the public. I copy the following from the catalogue of M. Crawford & Co.:

"Making permanent improvement in any variety of fruit trees, fruit plants or vegetables without resorting to seed has never been accomplished. Very rarely a plant may sport, but this can not be brought about at will, nor can it be explained. Propagating from a selected branch, runner or tuber has never developed a new trait or characteristic in any variety. Whenever a nurseryman makes such a claim he is either deceiving himself or trying to deceive others. The man who propagates well known varieties by cuttings or runners and sends them out as thoroughbred is simply sailing under false colors, presumably for the sake of gain. There is no pedigree without seed. It is perfectly legitimate to grow plants from runners and sell them, but to vaunt them as "pedigree" plants is a deceit, and the grower who claims to be a breeder without the use of seed has all the marks of a quack.

"Prof. H. E. VanDeman, ex-U. S. Pomologist, has a carefully prepared article about 'Pedigreed Nursery Stock' in Green's Fruit-grower for November, 1912, and in closing draws three conclusions, the first of which we quote, as follows:

"'The claims of "pedigree" tree and perennial plant nurserymen seem to be groundless, so far as any positive and constant superiority of this stock is concerned. Any superiority that any nursery stock may have comes from superior climate, soil and treatment, and not from improvement by selection."



#### Plants by Parcel Post

Parcel Post does not affect plants only we can send twenty pounds instead of four as formerly. I am in hope some day we will be able to ship plants by mail on Parcel Post rates. The present postage on plants is one cent for two ounces, or about 30 cents per hundred plants.



Mailing the Order

#### Please Take Notice

For a great many years I have been growing plants on land worth \$1000 per acre. Help has been hard to get and wages have been high and for these two reasons I have been obliged to ask more for plants. Now next spring most of my plants will be set in the town of Orange, Mass. My son, who has been in the Government employ a good many years, has given up his position and bought a fine 140 acre farm, some as fine land as can be found out of doors, and it did not cost \$1000 an acre. Next year I shall sell plants so low that you will not have to send down South for cheap plants. I do not expect to sell all the plants that will be needed in the New England States, but will have the lion's share.

"The man who has a thing to sell,
And goes and whispers it down a well,
Is not so likely to collar the dollars
As he who climbs a tree and hollers."

I have climbed the tree. -c. S. Pratt

#### TABLE OF DISTANCES

To show at a glance the number of hills or plants contained in an acre of land, at any given distance from each other, from 40 feet by 40 feet, to 1 foot by 1 foot, omitting fractions. Dividing the amount by 160, will show the number for 1 rod.

Feet	Feet	Per Acre	Feet	Feet	Per Acre	Feet	Feet	Per Acre	Feet	Feet	Per Acre
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<sup>\*</sup> Raspberries

<sup>†</sup> Currants

<sup>‡</sup> Strawberries

I commenced selling Plants True to Name in 1870 have been doing it ever since, going to do so as long as I live, going to live as long as I can, and die when I can't help it, and then my son will take my place and do the same.



#### "DEE-E-LIGHT-ED!"

HEN Ex-President Roosevelt surrendered his office at the end of his second term, he said: "I have been President for seven years and I have had a perfectly bully time, and have enjoyed every minute of it."

While I haven't been President, yet I, also, have had a "bully" time, and have enjoyed every minute of the season of 1913. Teddy's characteristic expression voices my appreciation of the results of the year and I, too, am "dee-e-light-ed!"

Roosevelt never felt better in his life than I do today, and I would not exchange places with him. I would rather be Strawberry Pratt than anyone else in this world.